

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT

For: **PROVIDING CUSTOMIZED MEDIA AT PHYSICAL POINT OF SALE**

RESPONSE TO RESTRICTION REQUIREMENT

Mail Stop AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This amendment is responsive to the Office Action mailed on June 9, 2008, in connection with the above-identified application. In addition, please provide a Three-Month Extension of Time up to and including October 9, 2008, to respond to the Office Action. The Commissioner is hereby authorized to charge the Extension of Time fee to Deposit Account No. 09-0528.

If any additional fees are required, Applicant requests that this be considered a Petition therefor. The Commissioner is hereby authorized to charge any additional fees that may be required to Deposit Account No. 09-0528.

Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks begin on page 12 of this paper.